

CHOOSING WISELY CANADA

# BRAND BOOK



UPDATED NOVEMBER 2018

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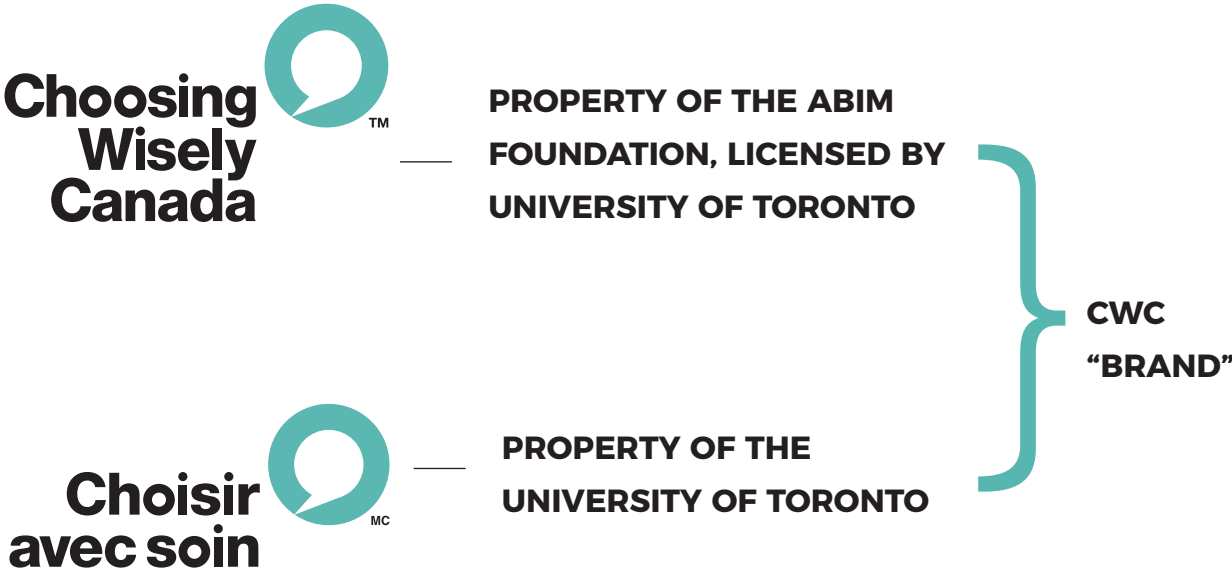
# TRADEMARKS

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The name “Choosing Wisely Canada” and associated logos are trademarks of the ABIM Foundation, licensed for use in Canada by the University of Toronto.

The French equivalent “Choisir Avec Soin” and associated logos are trademarks of the University of Toronto.

In this document, we refer to all of the above as the CWC “brand”.



# PURPOSE OF THIS DOCUMENT

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The purpose of this document is to provide you with a clear understanding of conditions under which the CWC brand may be used.

# WHO MAY USE THE BRAND

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## HEALTH CARE PROVIDERS

Individuals and organizations whose primary purpose is the delivery of patient care may use the CWC brand, if the conditions in this document are adhered to. Improper use of the CWC brand will result in the revocation of these privileges.

To use the CWC brand, please do the following:

- A) Review in the information contained in this document; and
- B) Register with us (info at the end of this document).

## OTHERS

Individuals and organizations other than the above are not permitted to use the CWC brand without express prior written approval.

# USING THE BRAND

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Choosing Wisely Canada is the national voice for reducing unnecessary tests and treatments in health care. One of its important functions is to help clinicians and patients engage in conversations that lead to smart and effective care choices.

## ACCEPTABLE USES OF THE BRAND

The CWC brand may only be used for the sole purpose of participating in the CWC campaign and implementing its recommendations. Usage of the brand must be consistent with the principles of Choosing Wisely:

- **Clinician-led:** The campaign must be clinician-led (as opposed to payer/government led). This is important to building and sustaining the trust of clinicians and patients. It emphasizes that campaigns are focused on quality of care and harm reduction, rather than cost reduction.
- **Patient-Focused:** The campaign must be patient-focused and involve efforts to engage patients in the development and implementation process. Communication between clinicians and patients is central to Choosing Wisely.
- **Multi-professional:** Where possible, the campaign should include physicians, nurses, pharmacists and other health care professionals.
- **Evidence-based:** The recommendations issued by the campaign must be evidence based, and must be reviewed on an ongoing basis to ensure credibility.
- **Transparent:** Processes used to create the recommendations must be public and any conflicts of interest must be declared.

## PROHIBITED USES OF THE BRAND

The CWC brand may not be used in the following ways:

- For any commercial “for profit” purposes or endorse any commercial, “for profit” organization, company, person or product. Such uses are subject to express prior written approval.
- To communicate or promote efforts where cost reduction is or may be perceived to be the objective

# BRANDED CONTENT

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CWC maintains a central repository of official clinician lists and patient pamphlets. These materials should not to be altered or rebranded.

Authorized users of the CWC brand may use the brand for internal communication materials.

For materials that have an external audience, you must seek approval from CWC prior to dissemination.

# USING CHOOSING WISELY LOGOS

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## NATIONAL LOGO:

The national logo should be used for Canada wide initiatives or projects developed by the national office. Local site efforts may use the national logo to add weight to an initiative when appropriate. To use the national logo, please email [info@choosingwiselycanada.org](mailto:info@choosingwiselycanada.org) with the project and contact details for branding approval.

## CWC LOGO IS AVAILABLE IN 2 FORMS:

### 1. POSITIVE



### 2. NEGATIVE



## LOGO SIZE

The minimum width of the logo should measure 2 cm from the left edge of the "C" in "Choosing" to the right edge of the teal circle.



## CLEARING SPACE

A clear space of 'X' surrounding the logo should be free from typography, or graphic element. 'X' is the unit equal to the width of the teal circle.





## IMPROPER USE OF THE LOGOS

National and regional/territorial logos should always be used as is and should not be altered.

### DO NOT MOVE CIRCLE



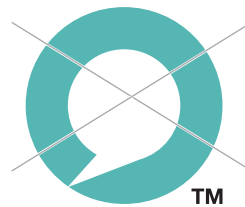
### DO NOT CHANGE COLOURS



### DO NOT CHANGE THE FONT



### DO NOT REMOVE ELEMENTS OF THE LOGO



### DO NOT STRETCH THE LOGO



### DO NOT CONDENSE THE LOGO



# BRAND COLOURS

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## COLOUR SPACES

Pantone values are intended for print material.  
RGB is intended for digital material.  
HSB is a digital colour descriptor.  
CMYK is intended for print material.  
Hex codes are intended for programming.



**PANTONE 7472 C**

**R90 G183 B178**

**H176° S50% B71%**

**C63% M7% Y34% K0%**

**Hex #5AB6B2**



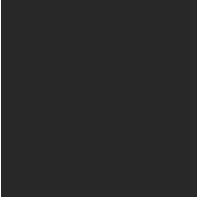
**PANTONE P 179-4 C**

**R194 G196 B198**

**H208° S1% B77%**

**C0% M0% Y0% K27%**

**Hex #C2C4C6**



**PANTONE P 179-15 C**

**R40 G40 B40**

**H208° S1% B77%**

**C71% M65% Y64% K68%**

**Hex #C2C4C6**

# REGISTRATION

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If you or your organization are eligible to use the CWC brand and can commit to the conditions specified in this document, please register to use the CWC brand:

1. Send an email to: [info@choosingwiselycanada.org](mailto:info@choosingwiselycanada.org)
2. Subject line: Brand Registration
3. In the body of the email, provide the following information:
  - A. Name of user (organization or individual)
  - B. Address
  - C. Name, email address and phone number of primary contact person

That's it.

You will receive a response email within 2 working days containing our high-resolution logo files.

